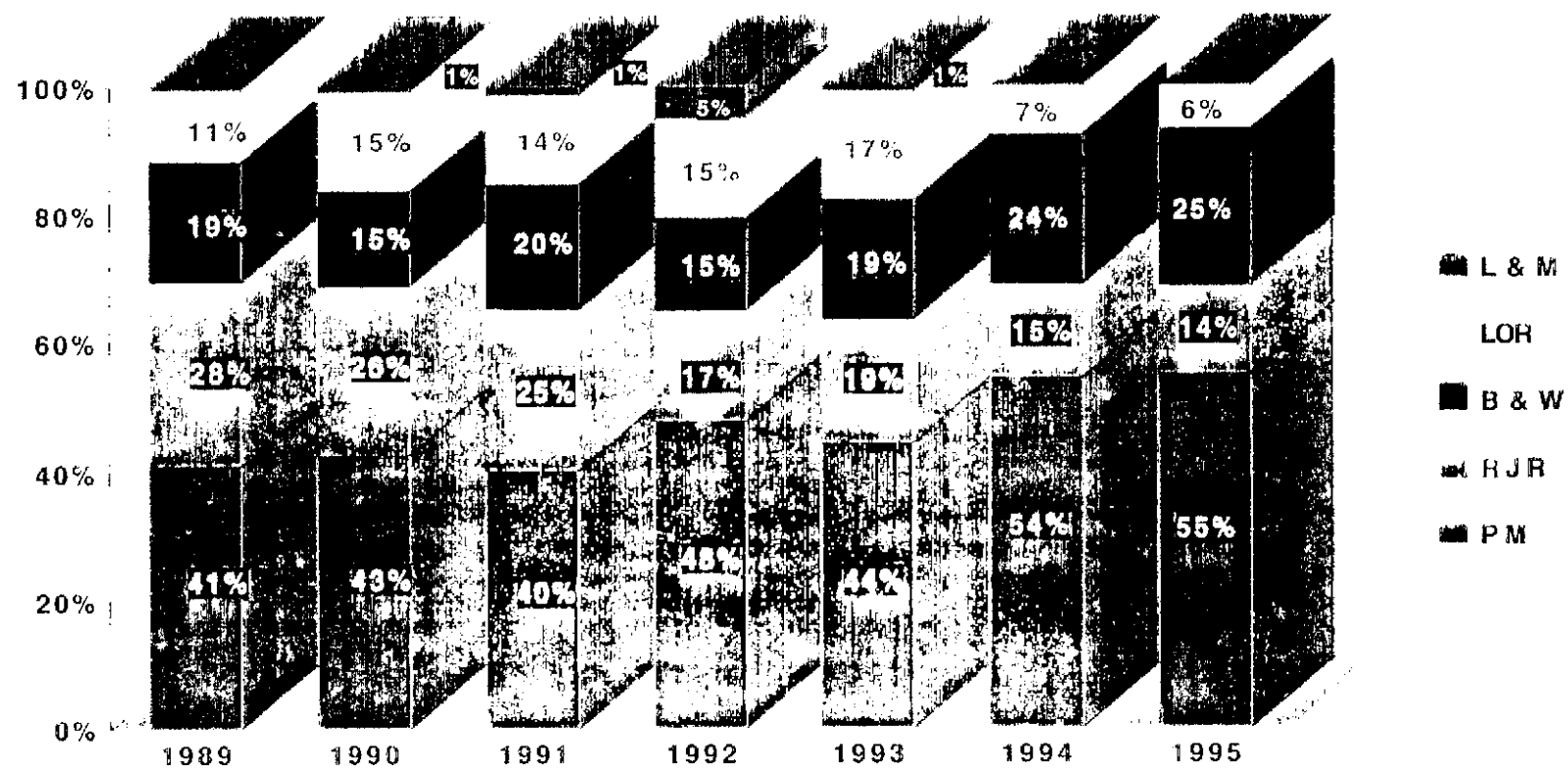


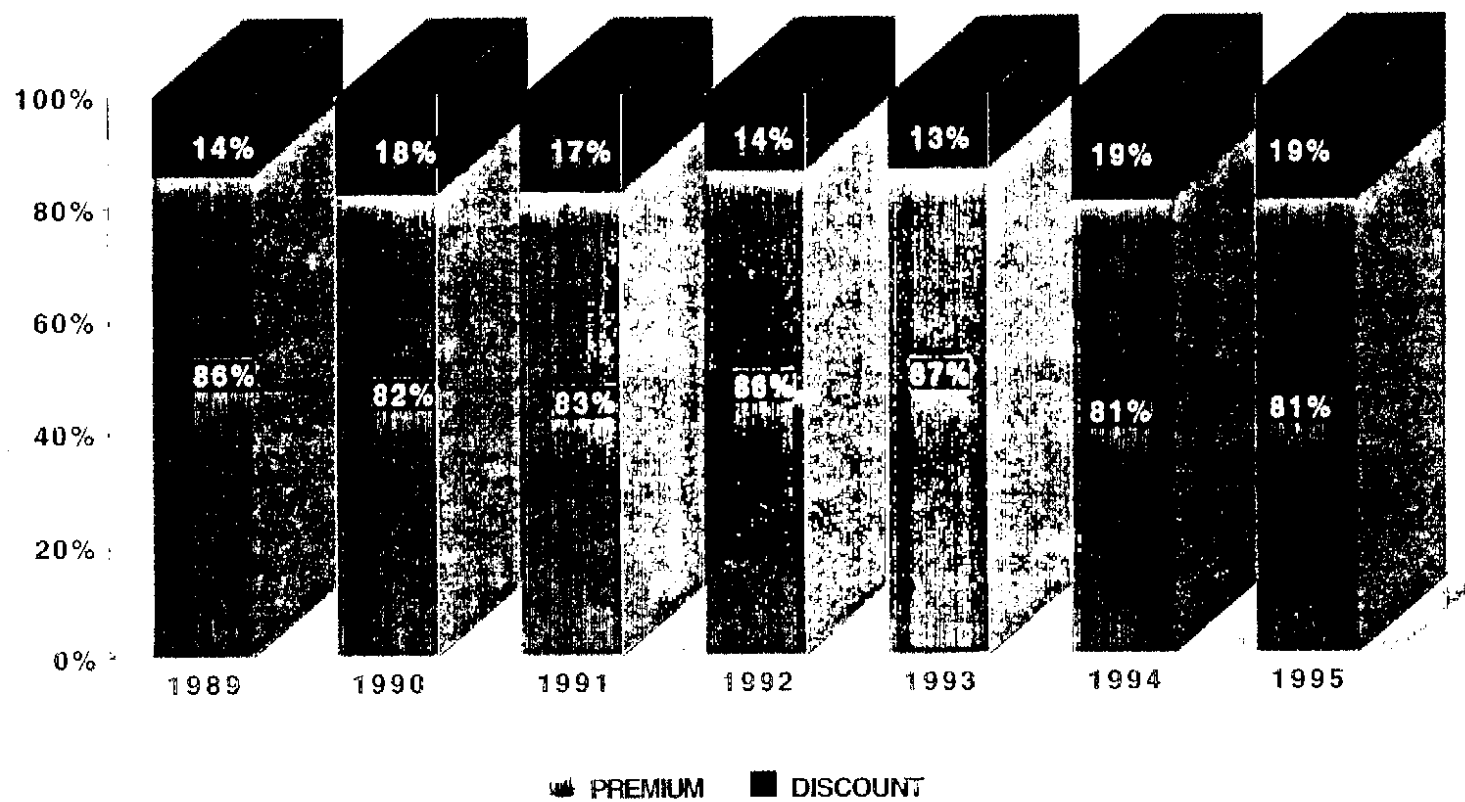
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REPORTED SHARE OF SPENDING



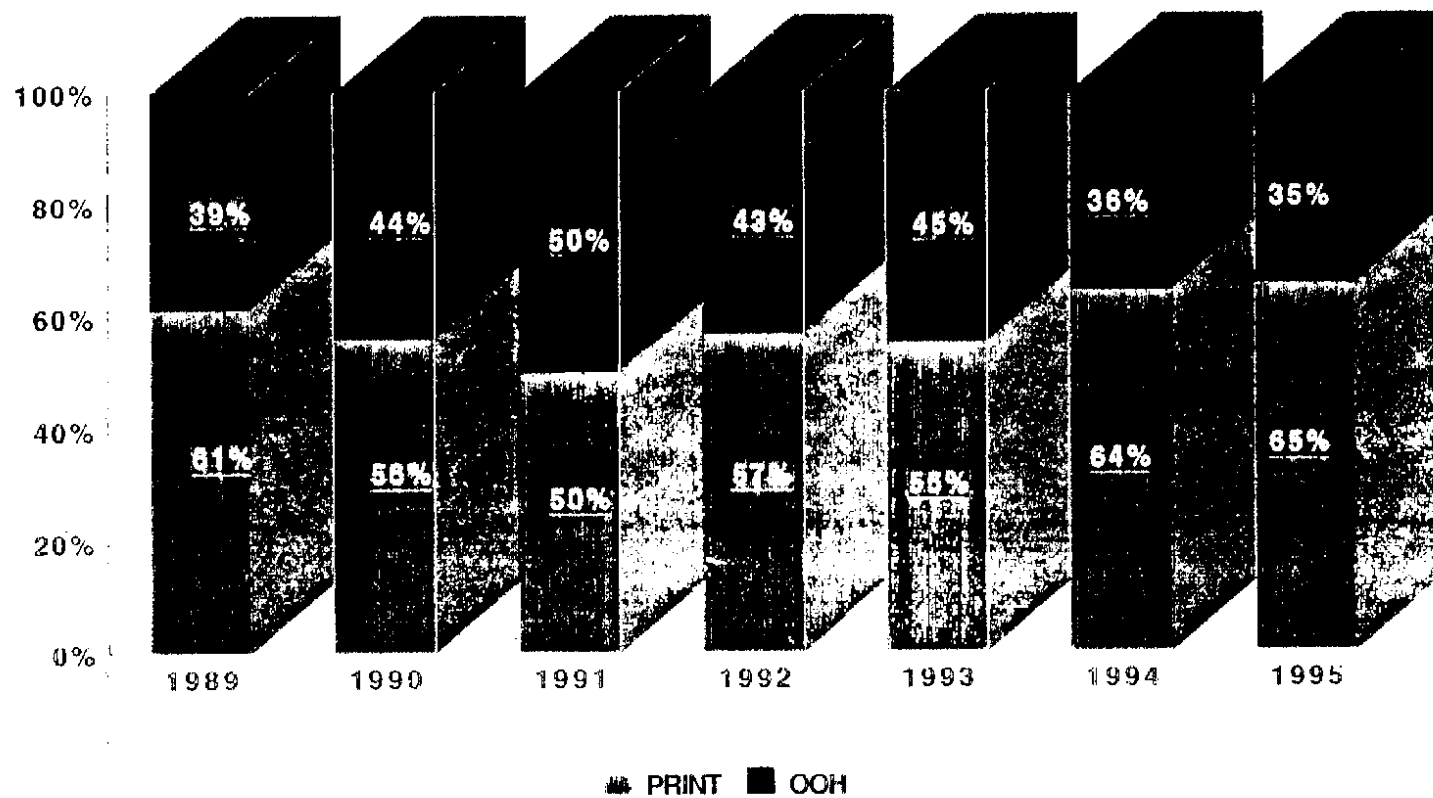
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REPORTED SHARE - PREMIUM VS DISCOUNT



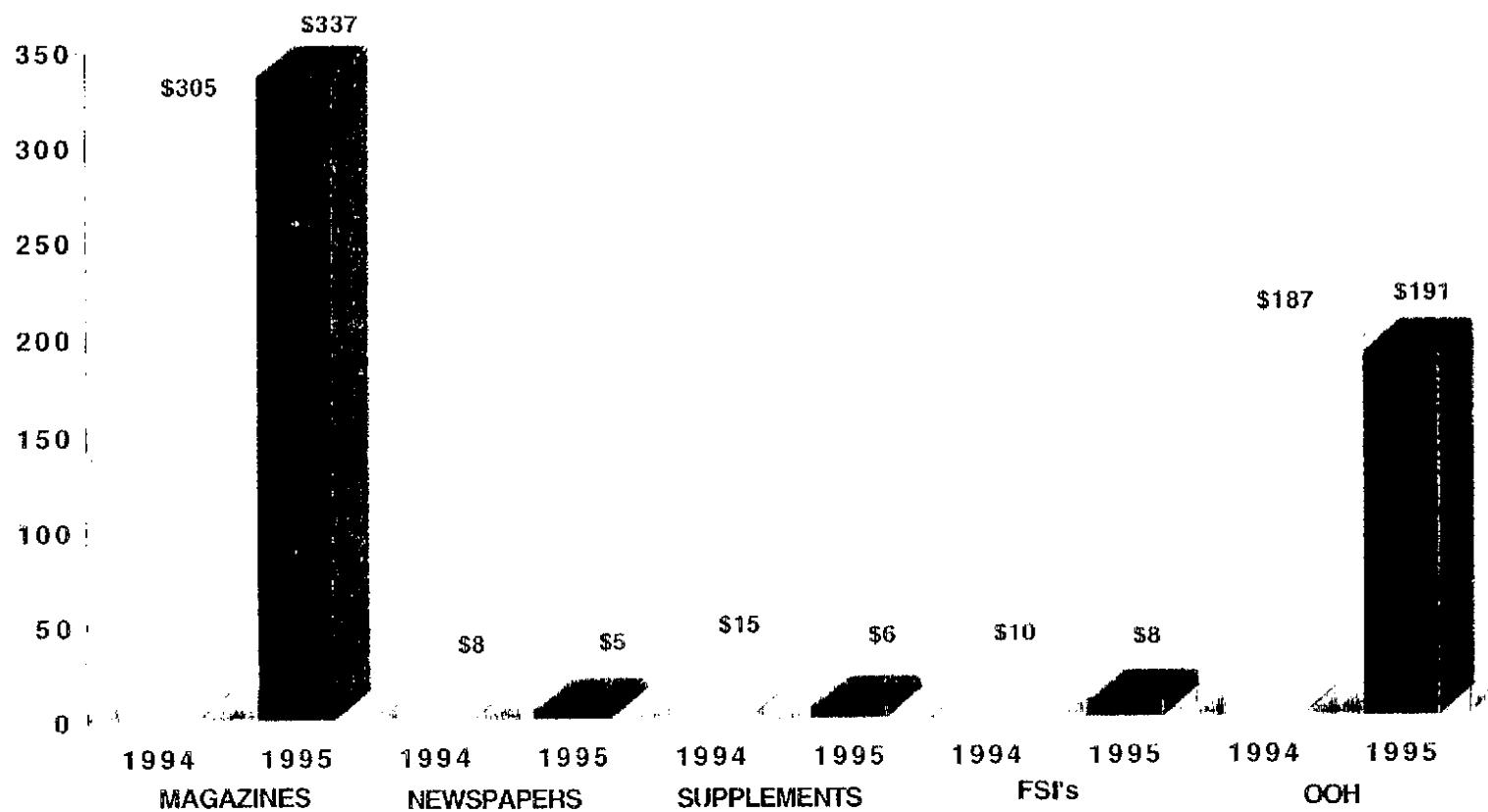
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REPORTED PRINT VS OUTDOOR



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INDUSTRY SPENDING BY MEDIUM - 1995 VS 1994



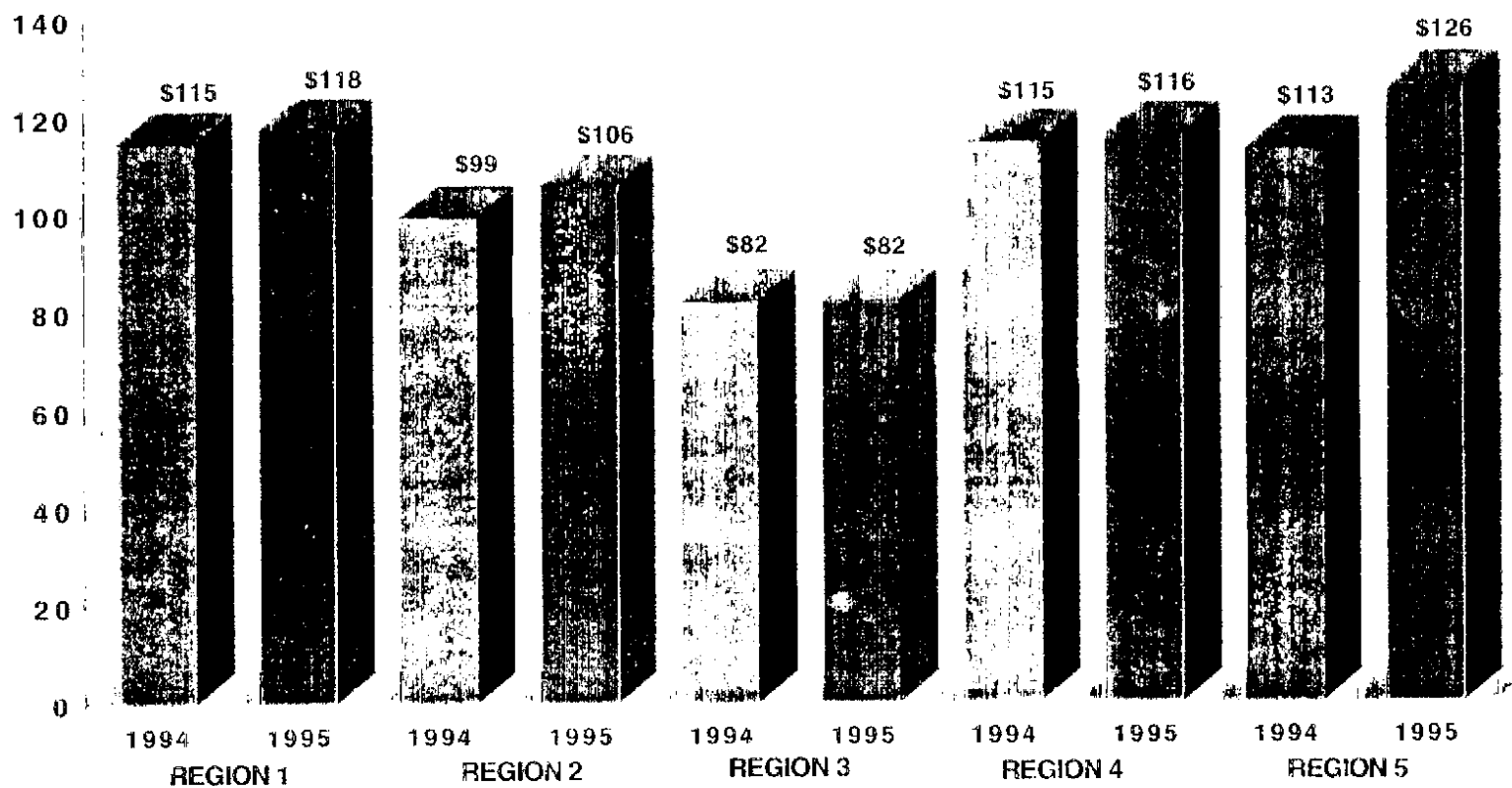
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TOTAL MAGAZINE INSERTIONS - 1995 VS 1994

	1994	1995	DIFFERENCE 1995 VS 1994	% DIFF
TOTAL INSERTIONS	3,518	3,732	214	6
Women's Service	279	354	75	27
Sports	400	456	56	14
Women's Fashion/Lifestyle	384	421	37	10
Hispanic	20	49	29	145
General Editorial	100	120	20	20
Regional/Local	72	90	18	25
Special Interest	150	167	17	11
Men's General Interest	224	235	11	5
Corporate	4	10	6	150
Military	97	98	1	1
African American	198	183	-15	-8
Tabloid/Soaps	411	399	-12	-3
Theater Program	46	34	-12	-26
Automotive	307	296	-11	-4
Newsweeklies	119	116	-3	-3
Entertainment	700	698	-2	0
Alternative	7	6	-1	-14

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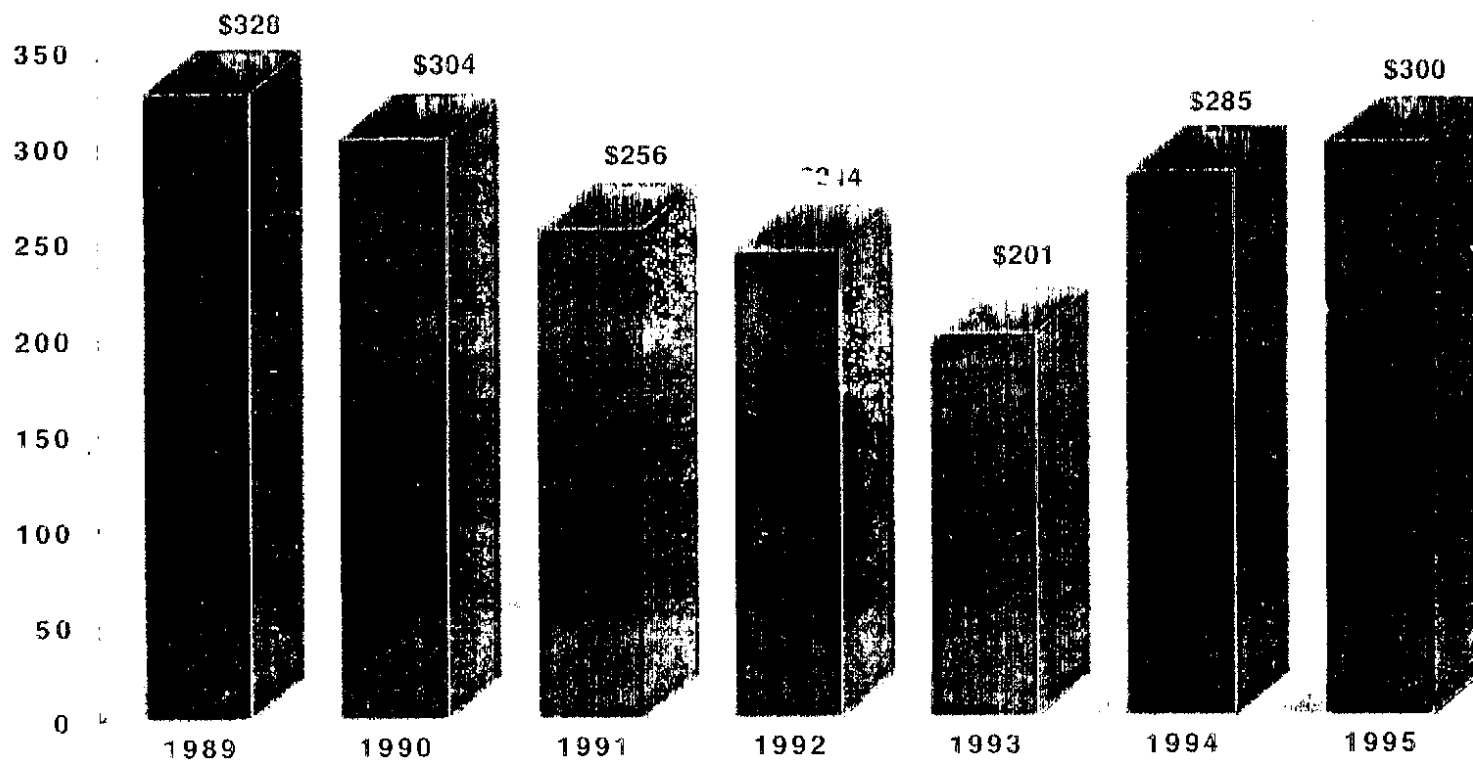
INDUSTRY SPENDING BY REGION - 1994 VS 1995



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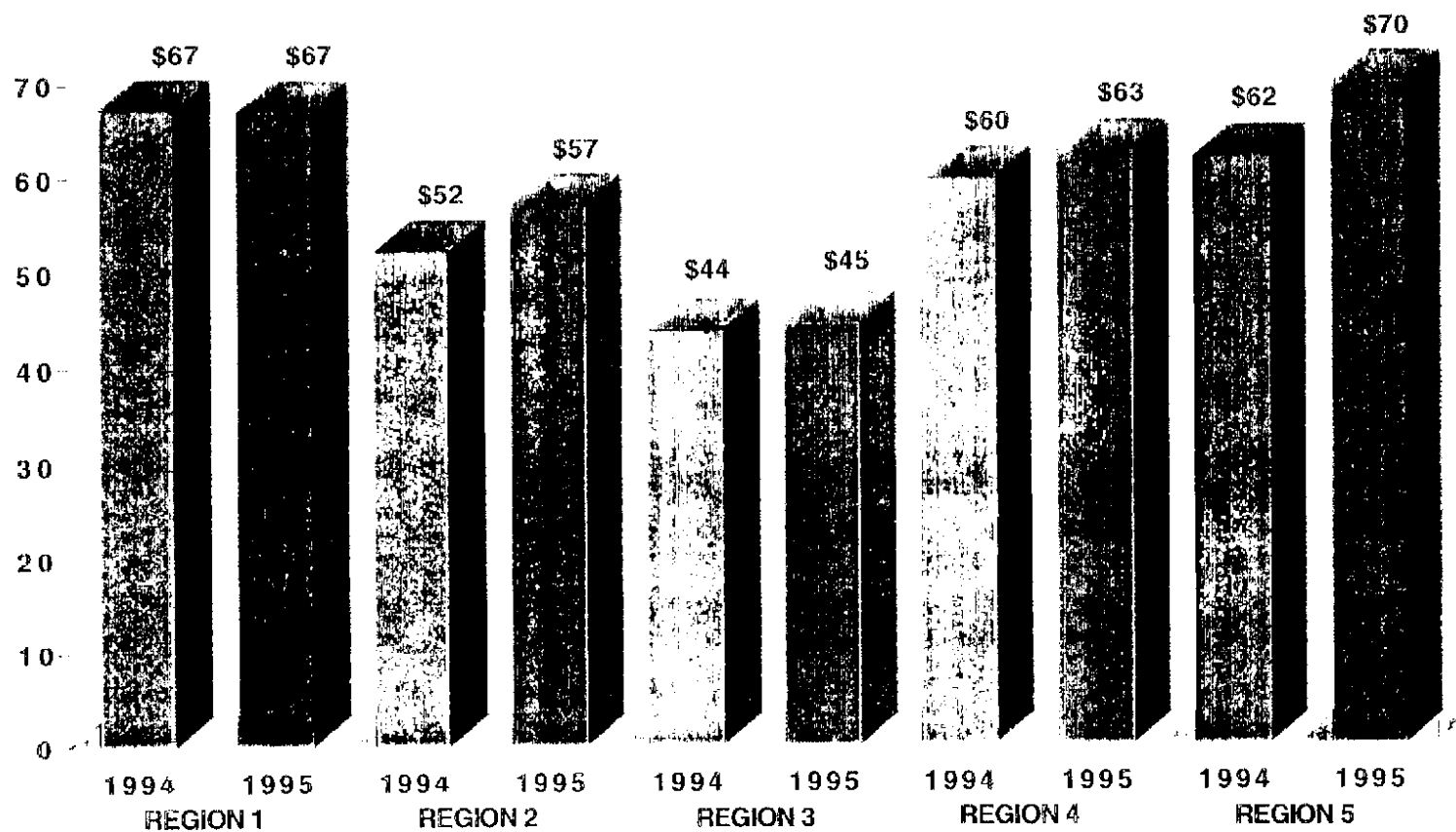
PHILIP MORRIS REPORTED SPENDING

\$ MILLION



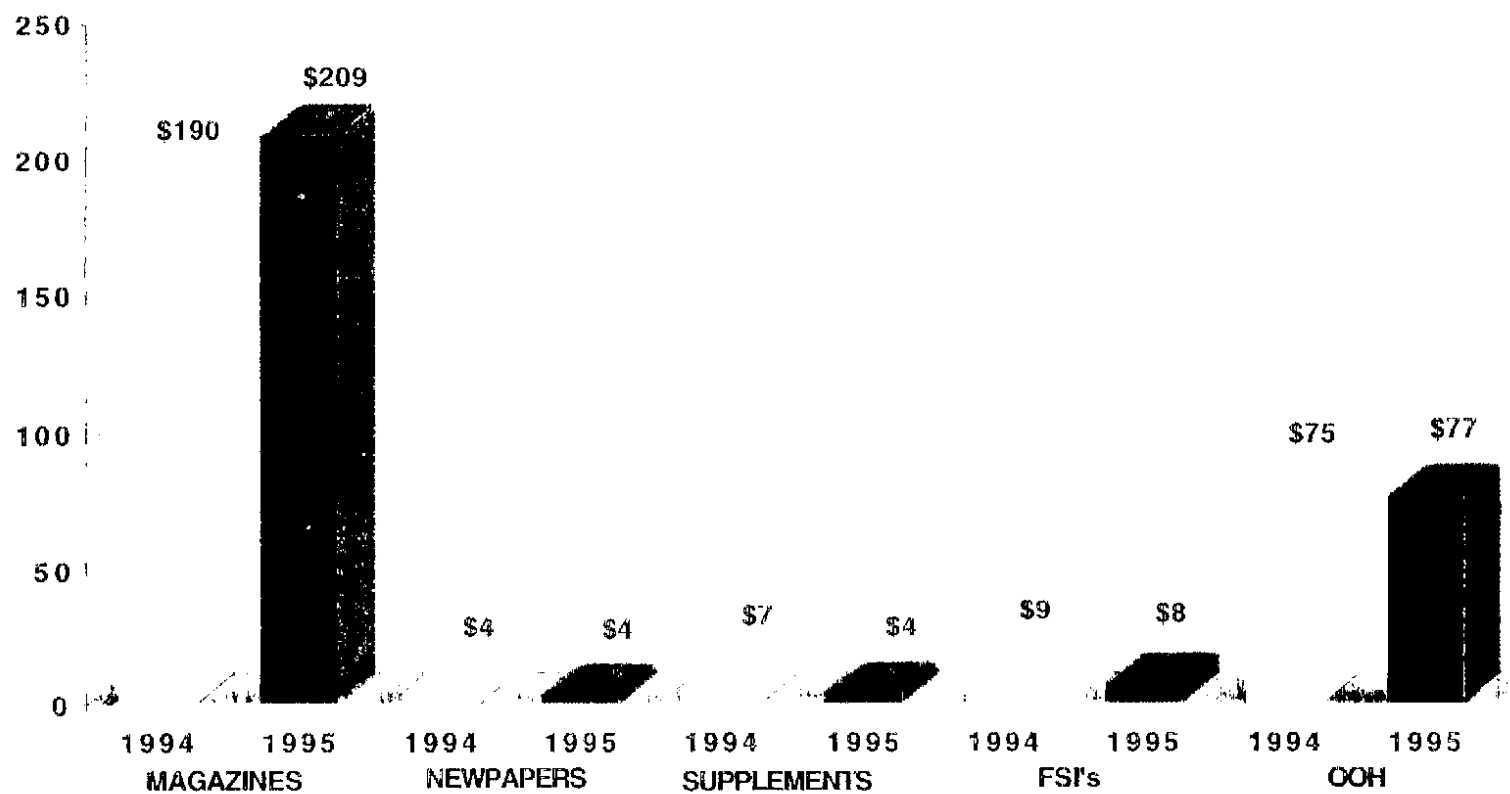
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PHILIP MORRIS SPENDING BY REGION - 1995 VS 1994



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PHILIP MORRIS SPENDING BY MEDIUM - 1995 VS 1994



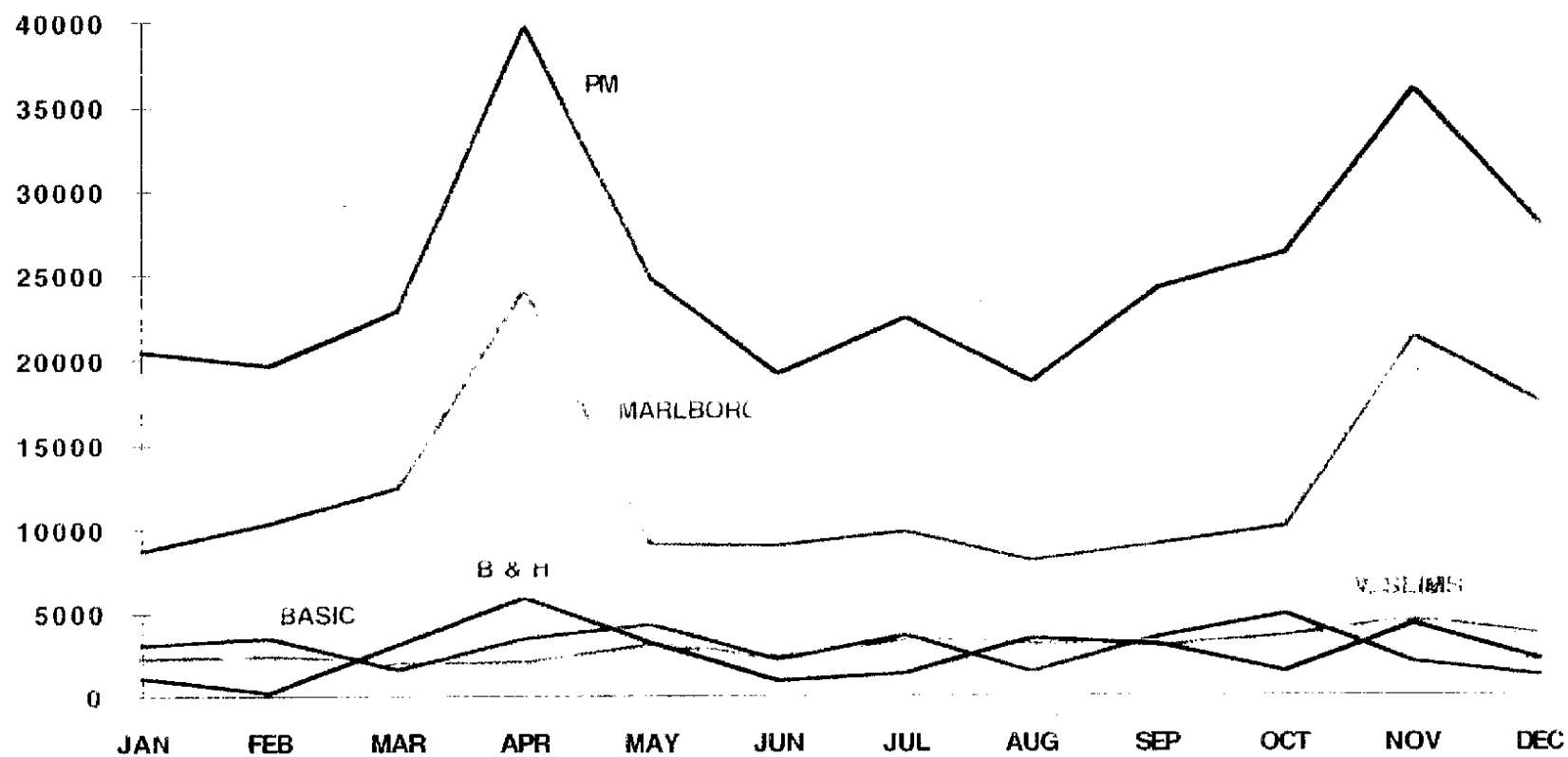
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PHILIP MORRIS MAGAZINE INSERTIONS - 1995 VS 1994

	1994	1995	DIFFERENCE 1995 VS 1994	% DIFF
TOTAL INSERTIONS	2,004	2,094	90	4
Women's Fashion/Lifestyle	200	241	41	21
Hispanic	20	49	29	145
Women's Service	171	191	20	12
General Editorial	73	91	18	25
Regional/Local	50	61	11	22
Automotive	186	196	10	5
Tabloid/Soaps	134	143	9	7
Sports	245	252	7	3
Special Interest	76	82	6	8
African American	98	103	5	5
Corporate	4	9	5	125
Newsweeklies	96	66	-30	-31
Theater Program	43	25	-18	-42
Entertainment	410	397	-13	-3
Men's General Interest	146	142	-4	-3
Military	46	42	-4	-9
Alternative	6	4	-2	-33

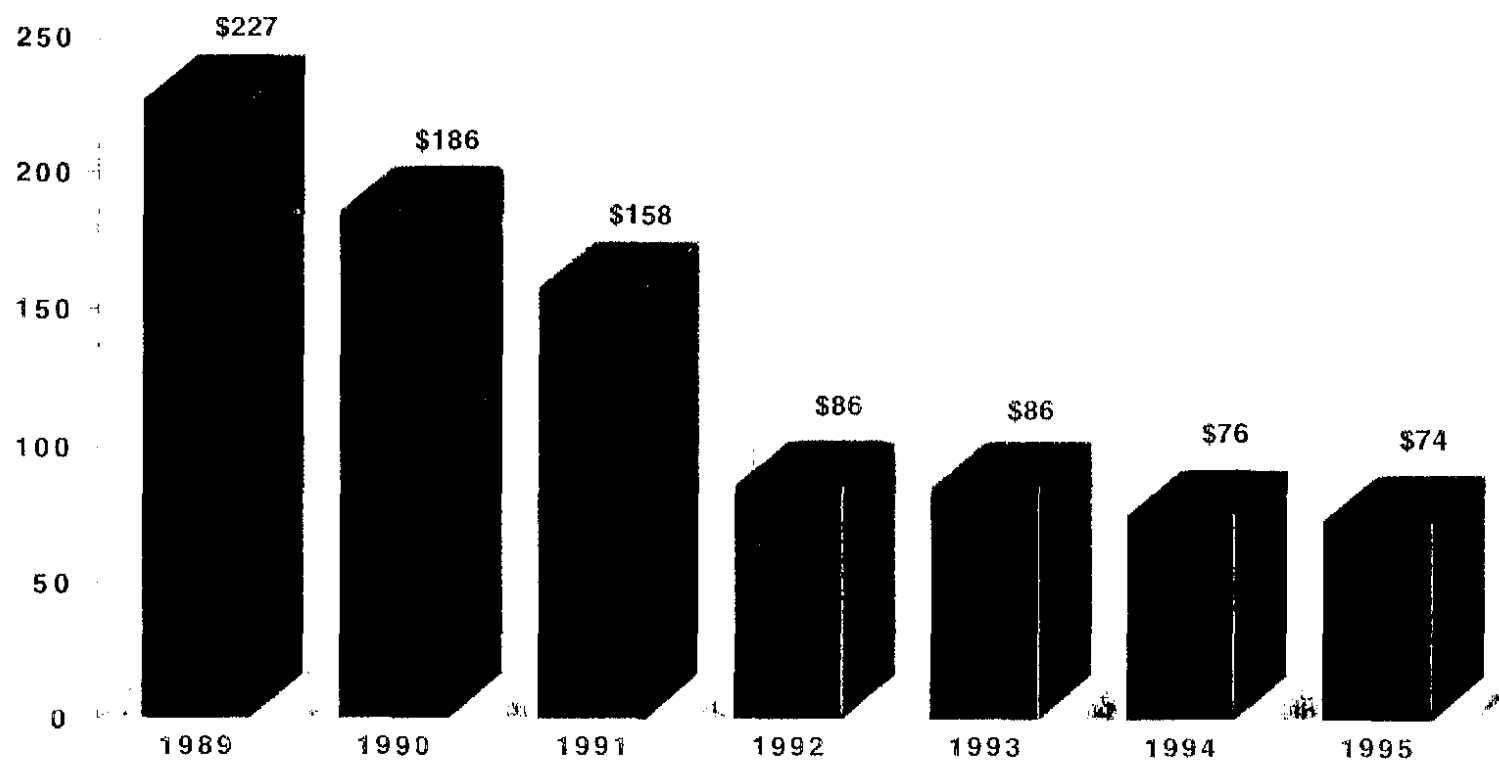
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1995 PHILIP MORRIS REPORTED SPENDING BY MONTH



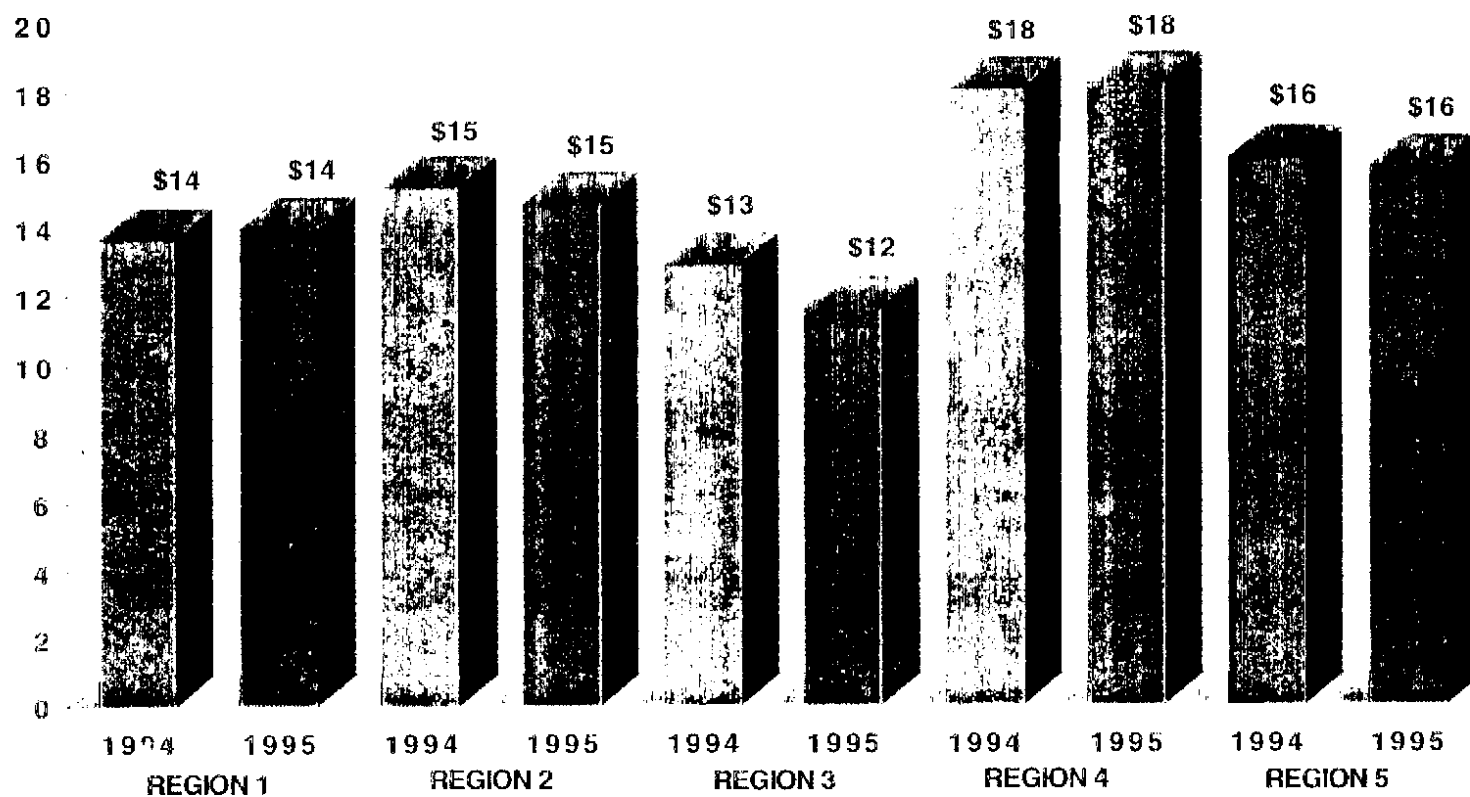
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R J REYNOLDS REPORTED SPENDING
\$ MILLIONS



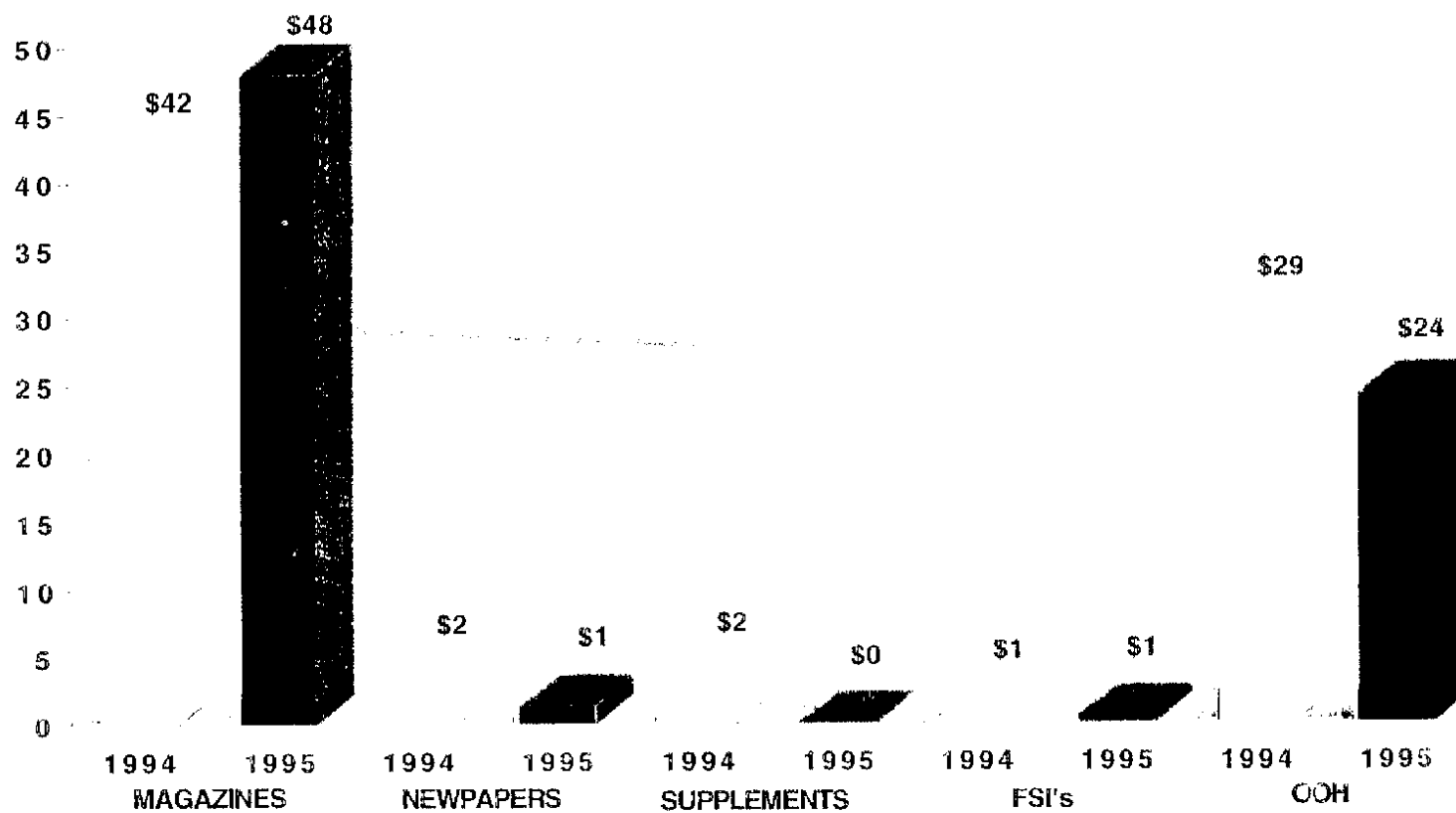
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RJ REYNOLDS SPENDING BY REGION - 1995 VS 1994



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RJ REYNOLDS SPENDING BY MEDIUM - 1995 VS 1994



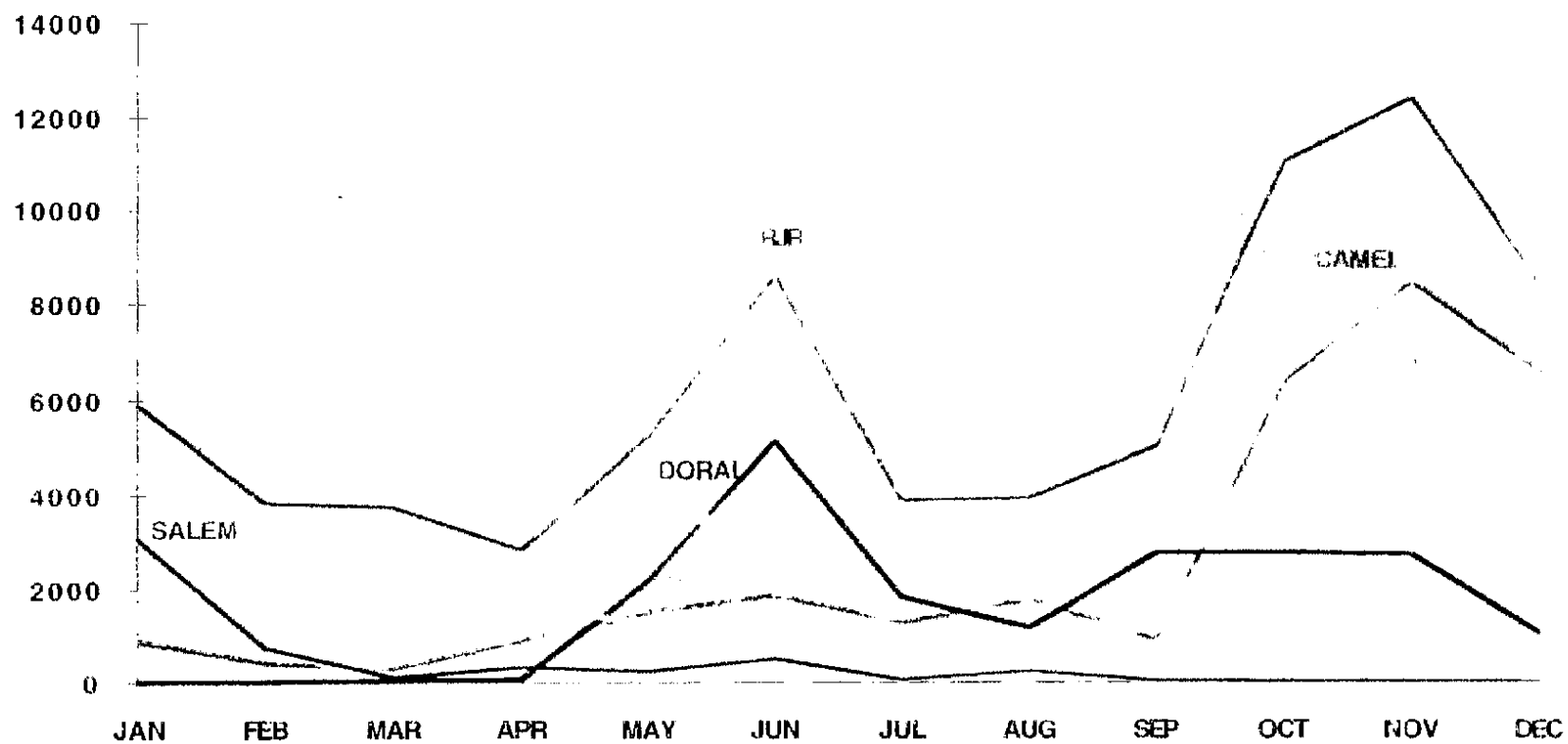
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R. J. REYNOLDS MAGAZINE INSERTIONS - 1995 VS 1994

	1994	1995	DIFFERENCE 1995 VS 1994	% DIFF
TOTAL INSERTIONS	375	536	161	43
Sports	55	126	71	129
Tabloid/Soaps	35	79	44	126
Women's Service	8	31	23	288
Special Interest	17	30	13	76
Entertainment	88	99	11	13
Newsweeklies	0	8	8	0
Men's General Interest	27	35	8	30
Regional/Local	0	5	5	0
General Editorial	7	8	1	14
Alternative	1	11	10	1000
Automotive	82	63	-19	-23
Military	9	6	-3	-33
Women's Fashion/Lifestyle	42	41	-1	-2
African American	4	3	-1	-25

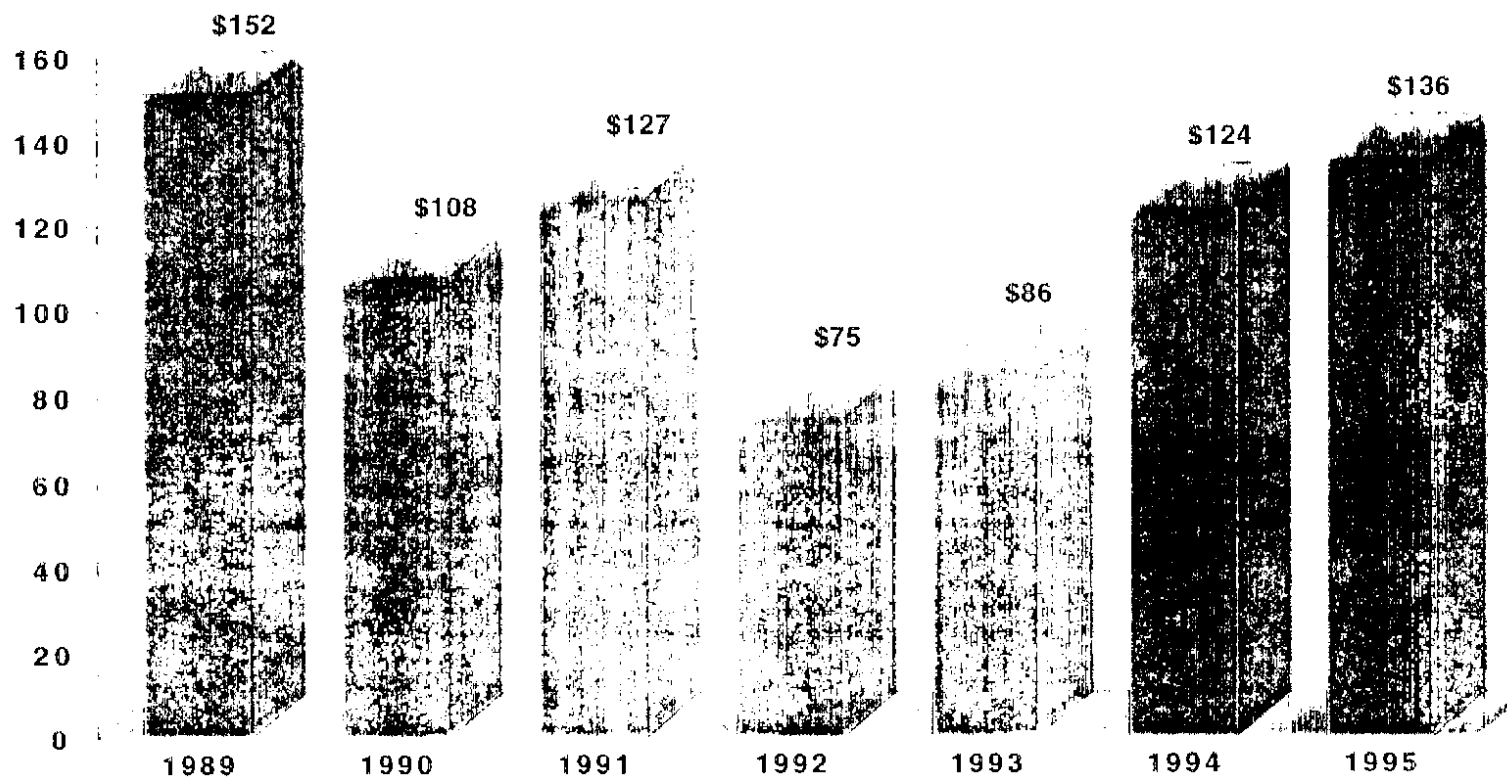
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1995 RJ REYNOLDS REPORTED SPENDING BY MONTH



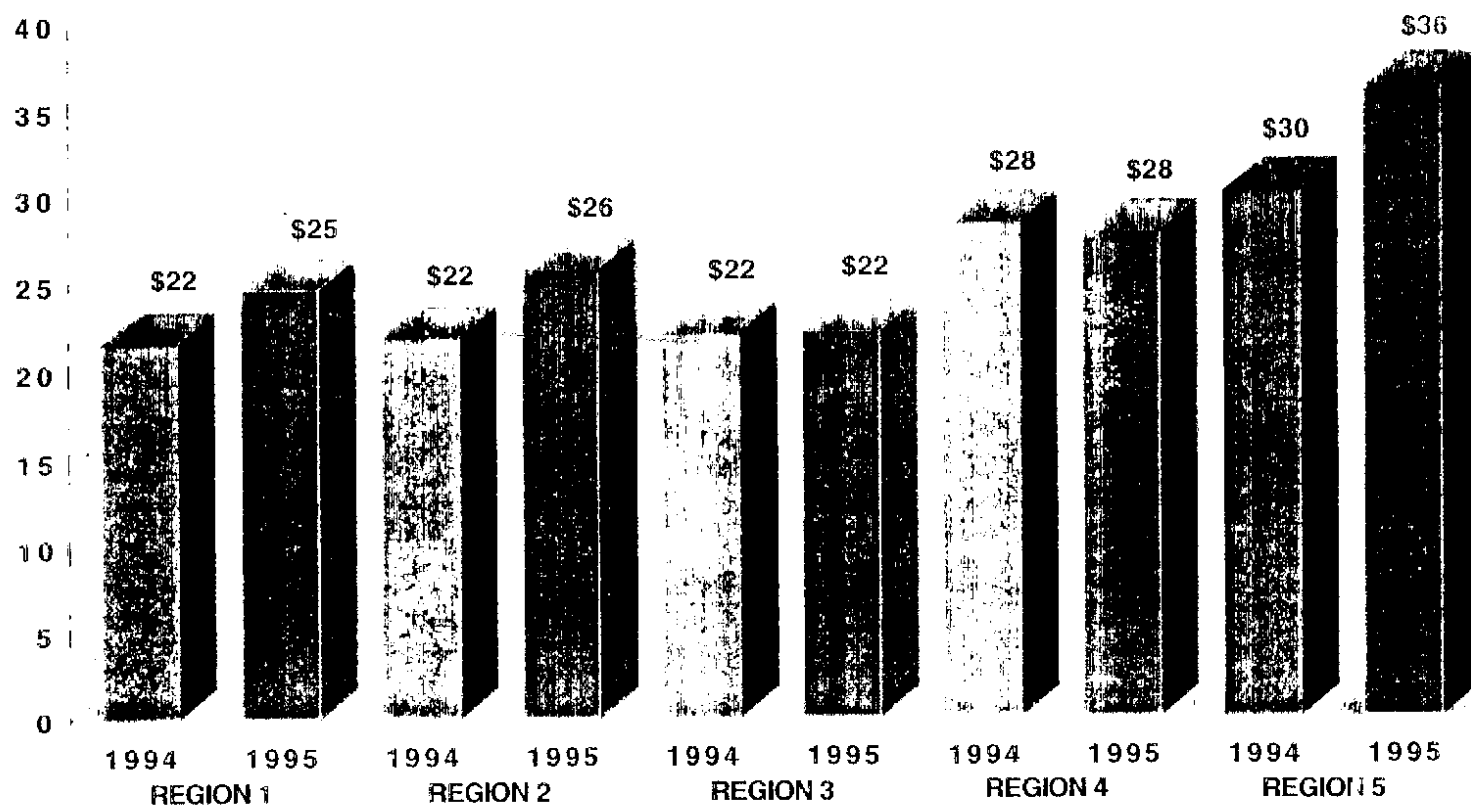
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BROWN & WILLIAMSON REPORTED SPENDING
\$ MILLIONS



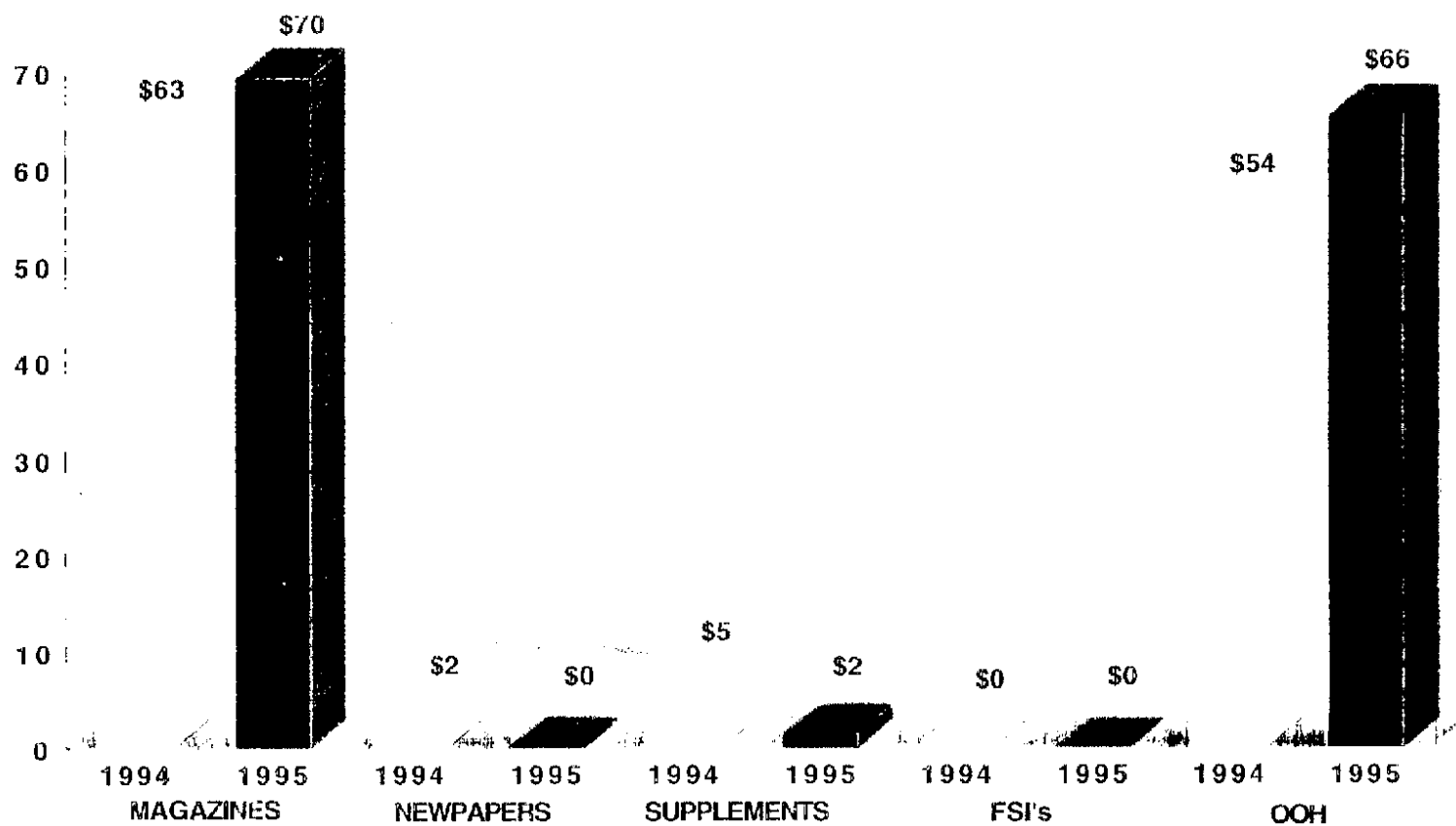
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BROWN & WILLIAMSON SPENDING BY REGION - 1995 VS 1994



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BROWN & WILLIAMSON SPENDING BY MEDIUM - 1995 VS 1994



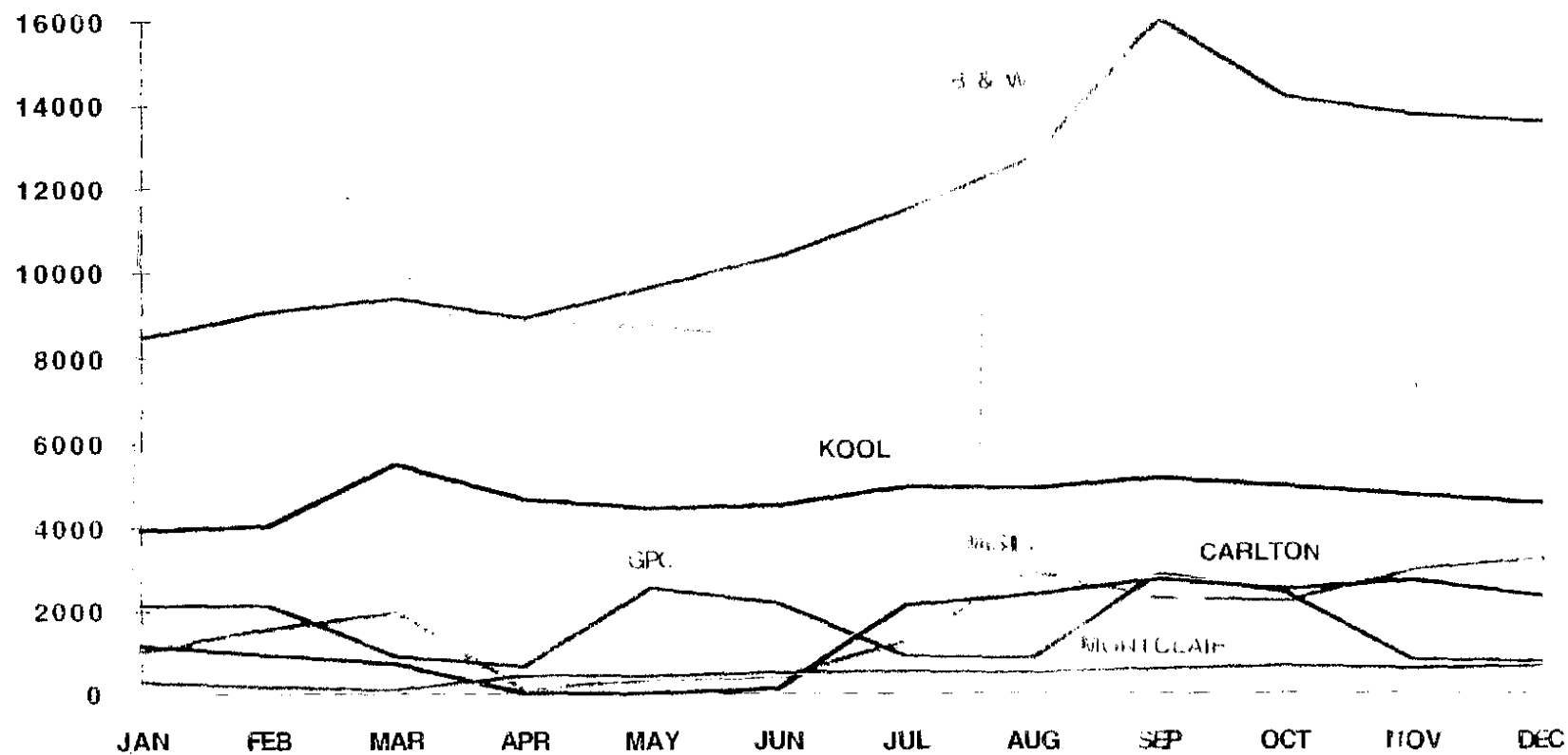
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BROWN & WILLIAMSON MAGAZINE INSERTIONS - 1995 VS 1994

	1994	1995	DIFFERENCE 1995 VS 1994	% DIFF
TOTAL INSERTIONS	943	911	-32	-3
Women's Service	100	132	32	32
Newsweeklies	23	42	19	83
Men's General Interest	33	42	9	27
Military	42	50	8	19
Theater Program	3	9	6	200
Regional/Local	18	22	4	22
Entertainment	168	168	0	0
General Editorial	20	20	0	0
Tabloid/Soaps	201	141	-60	-30
Sports	82	59	-23	-28
African American	63	44	-19	-30
Automotive	13	9	-4	31
Women's Fashion/Lifestyle	126	123	-3	-2
Special Interest	51	50	-1	-2

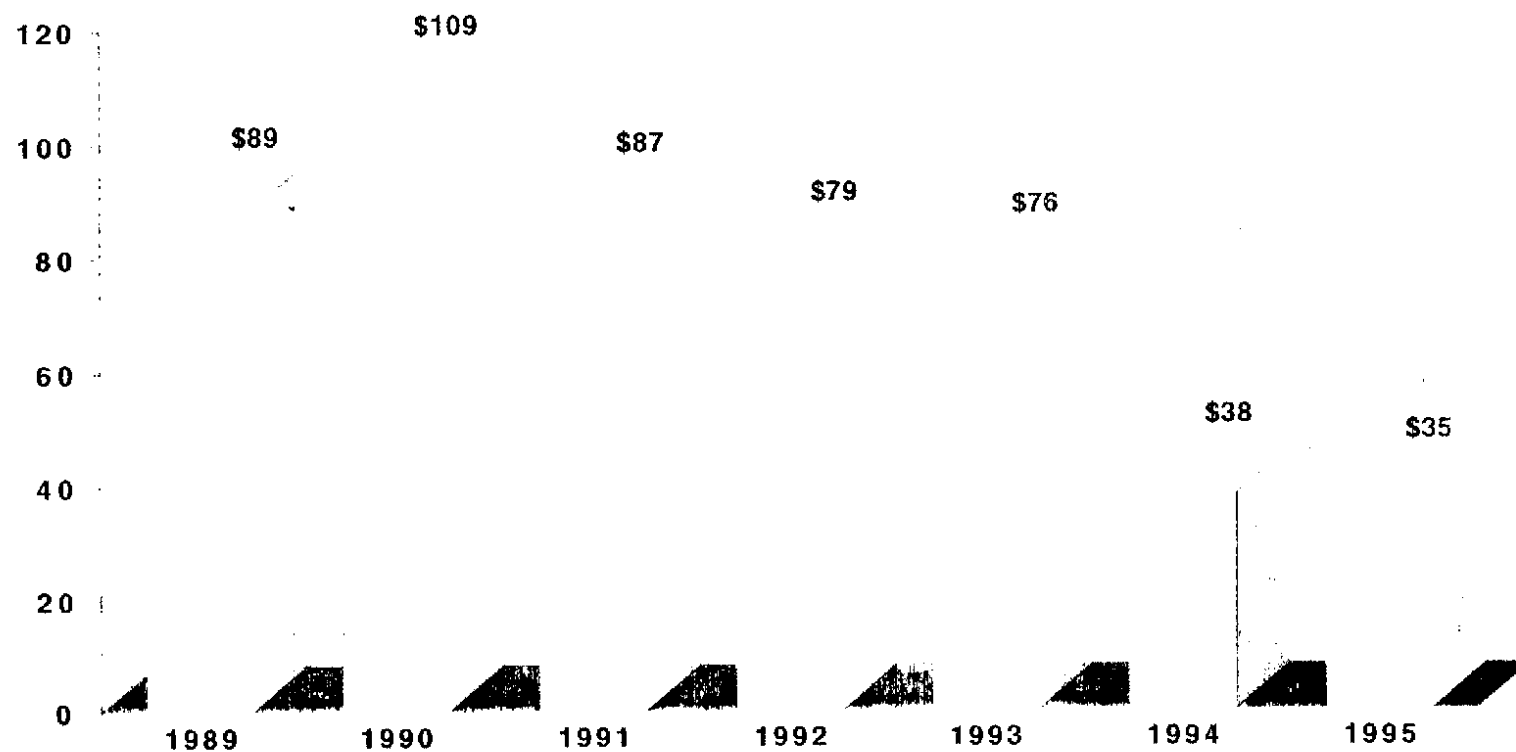
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1995 BROWN & WILLIAMSON REPORTED SPENDING BY MONTH



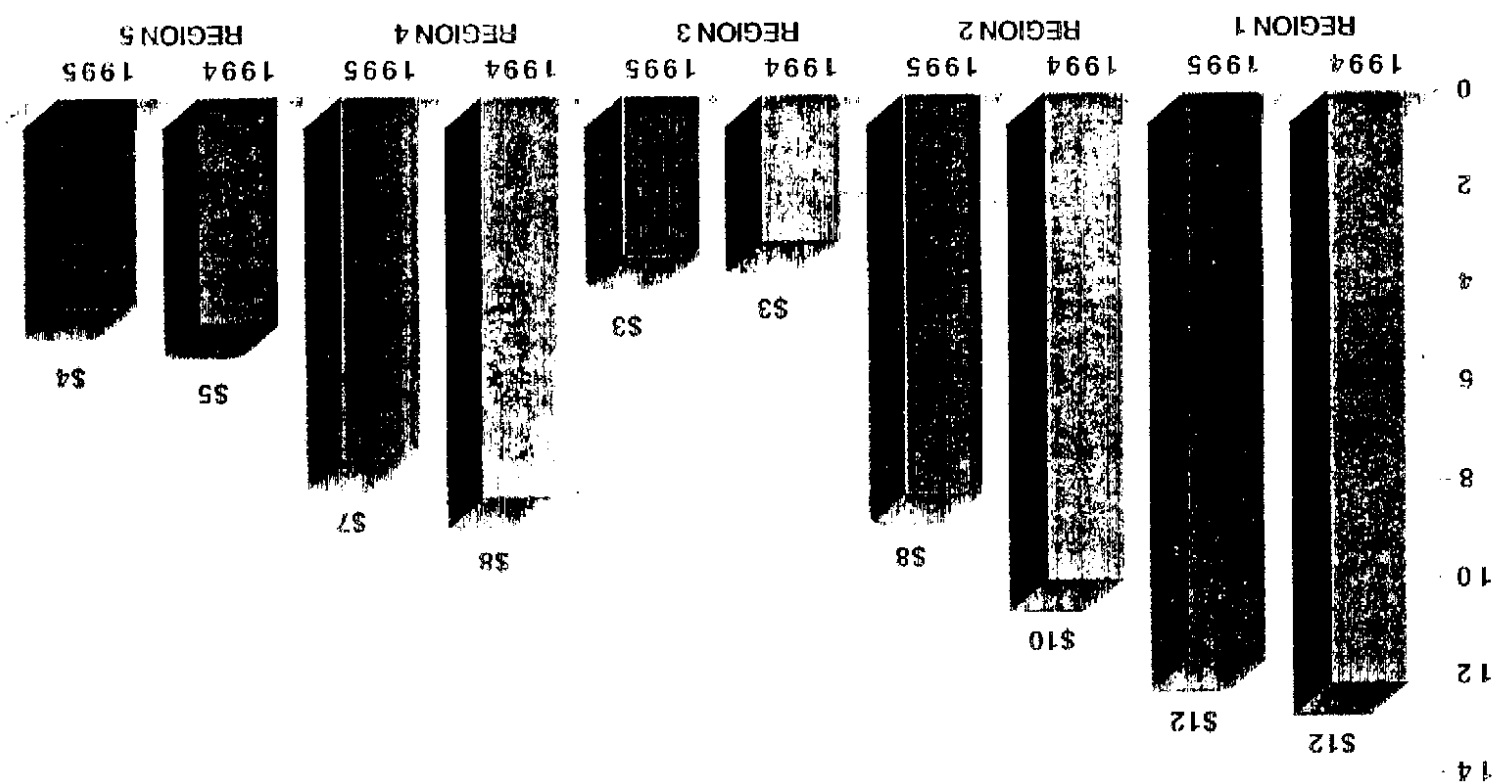
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LORILLARD REPORTED SPENDING
\$ MILLIONS



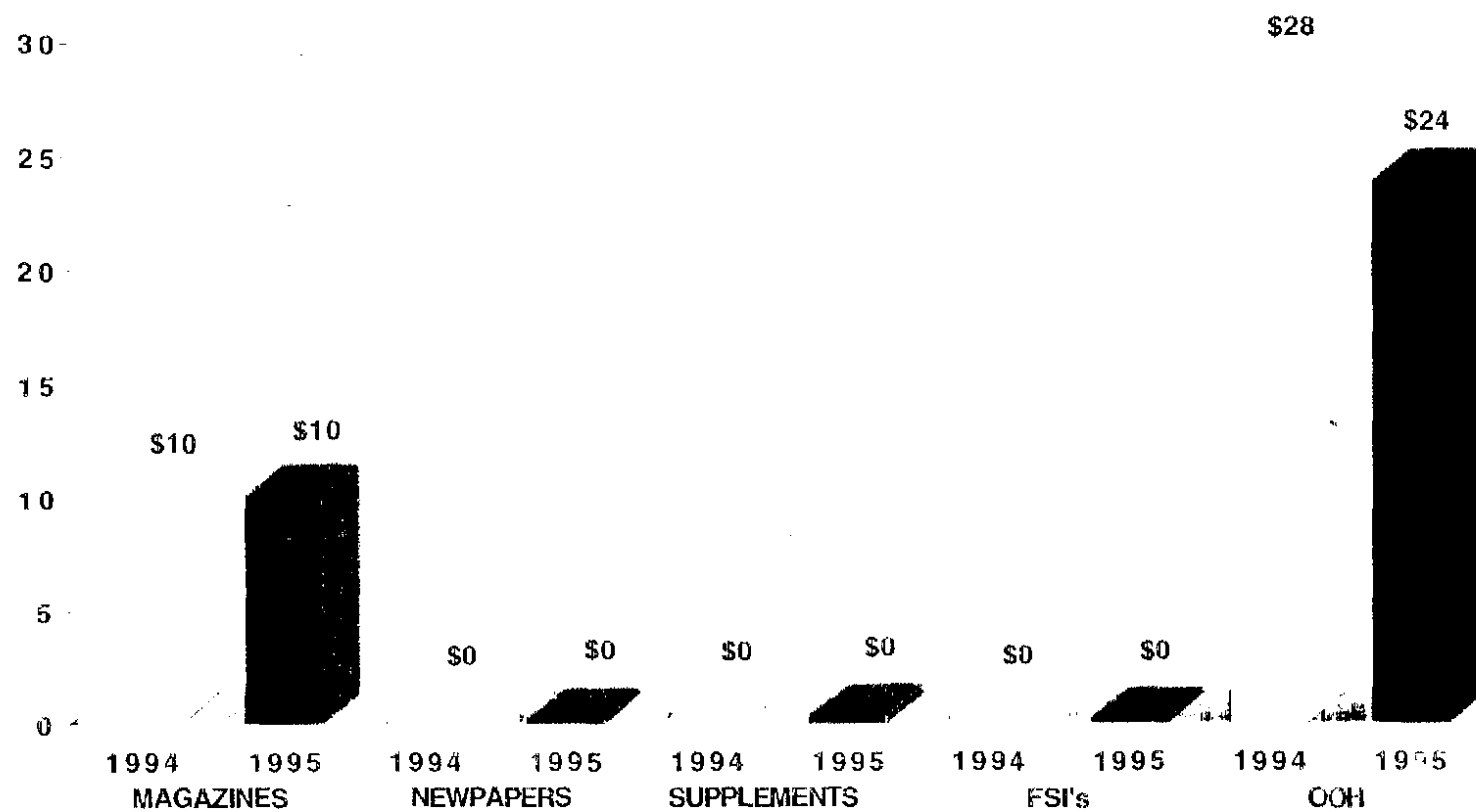
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LORILLARD SPENDING BY REGION - 1995 VS 1994

LORILLARD SPENDING BY MEDIUM - 1995 VS 1994



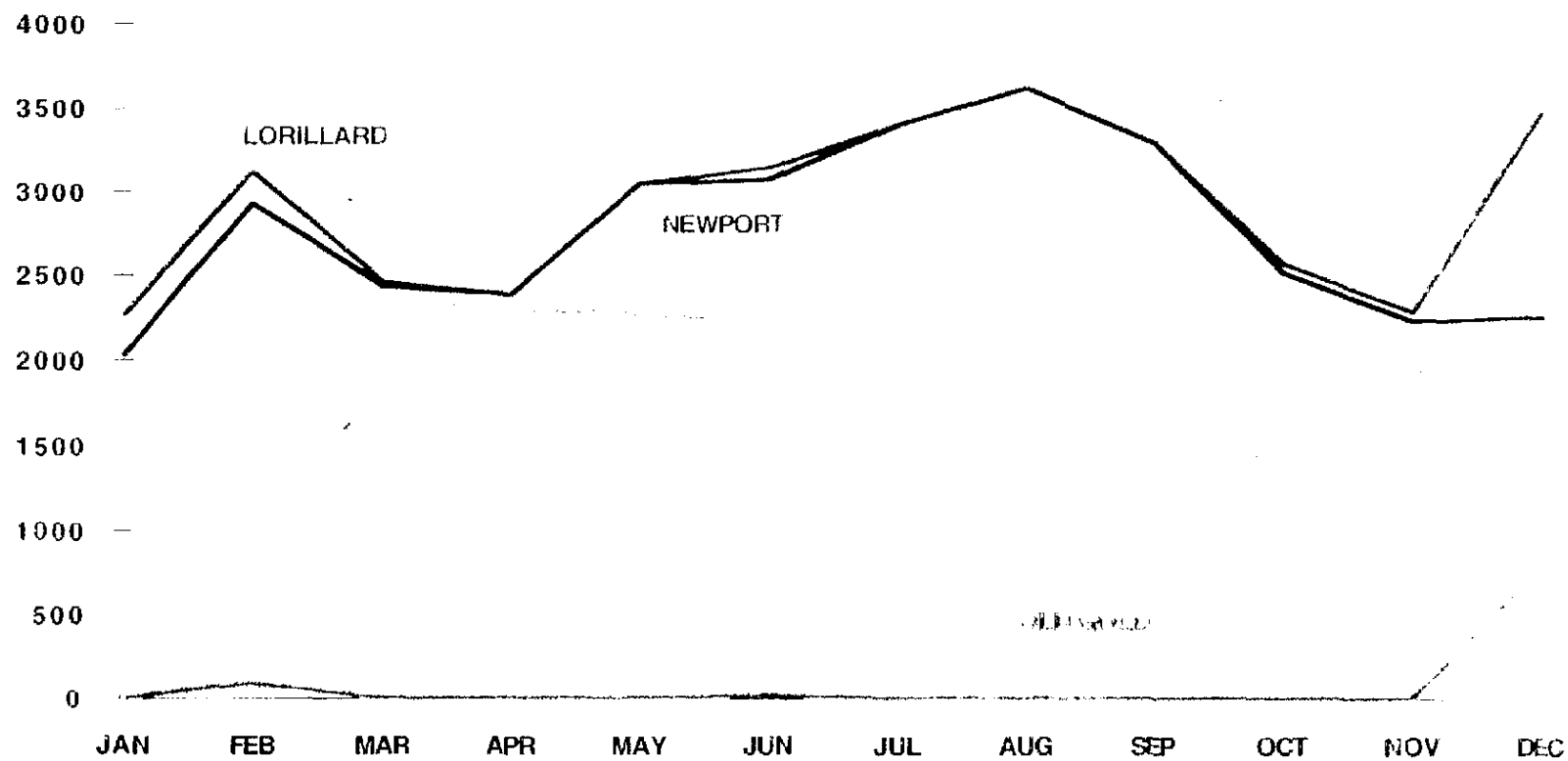
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LORILLARD MAGAZINE INSERTIONS - 1995 VS 1994

	1994	1995	DIFFERENCE 1995 VS 1994	% DIFF
TOTAL INSERTIONS	177	174	-3	-2
Sports	18	19	1	6
Automotive	24	25	1	4
Men's General Interest	13	14	1	8
Entertainment	34	34	0	0
African American	33	33	0	0
Women's Fashion/Lifestyle	14	13	-1	-7
Tabloid/Soaps	41	36	-5	-12

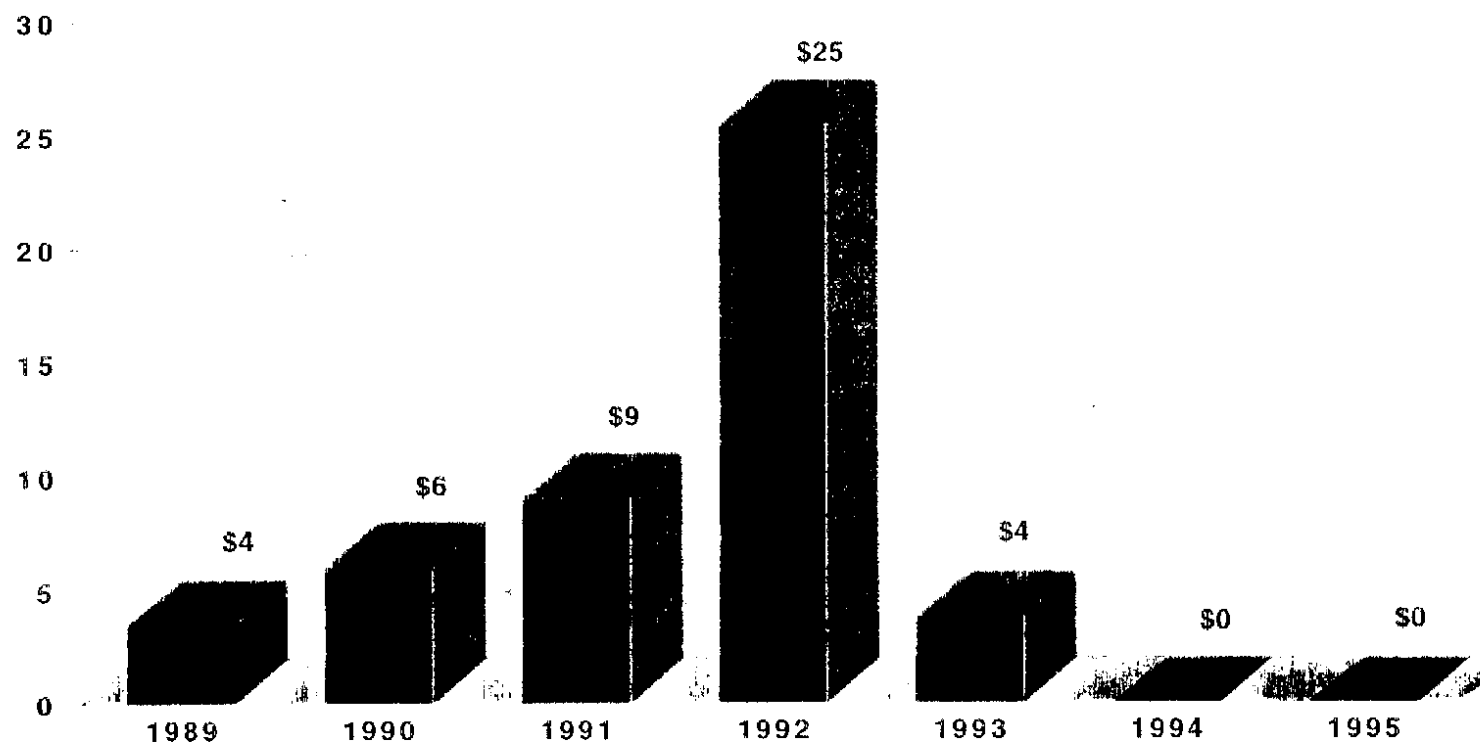
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1995 LORILLARD REPORTED SPENDING BY MONTH



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LIGGETT & MYERS REPORTED SPENDING
\$ MILLIONS



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